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DANISH BEER
AND
CONTINENTAL BEER GARDENS

By DR. MAX HENIUS.

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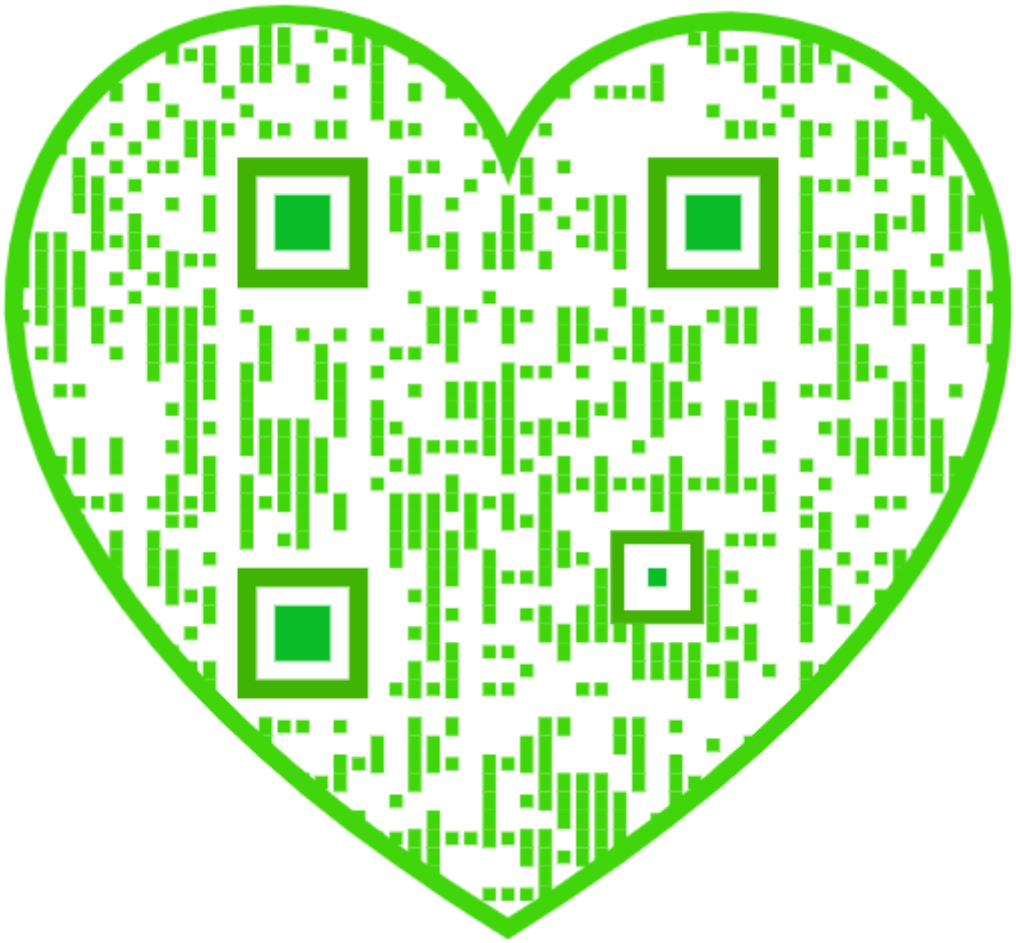

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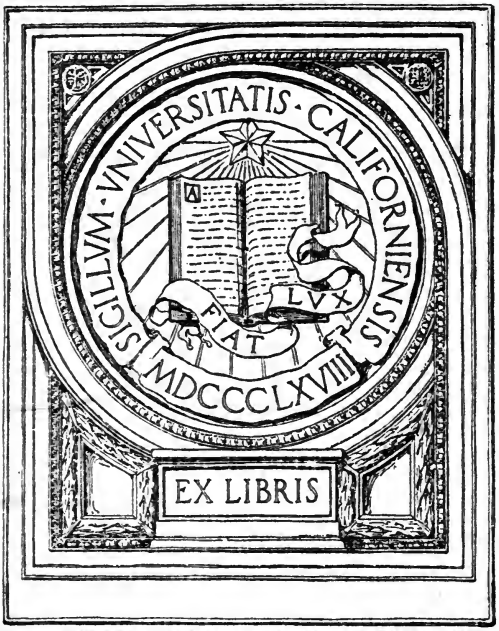

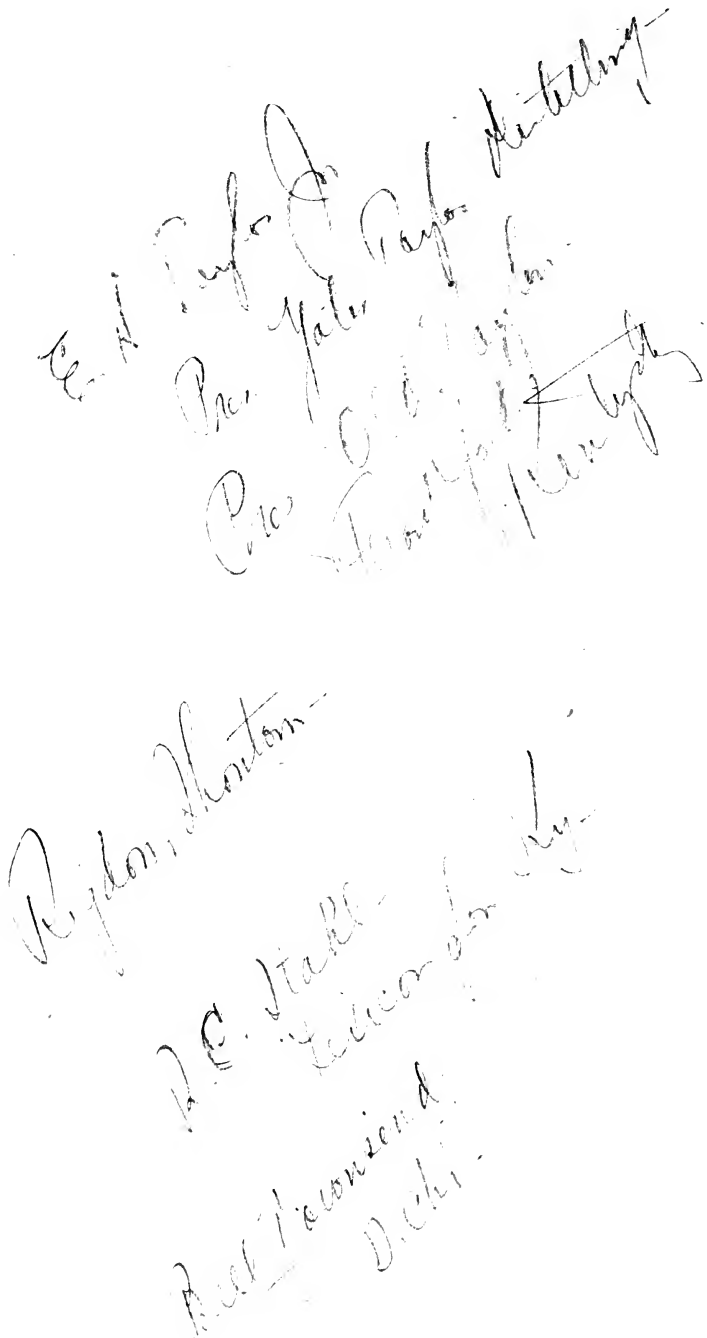

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Danish Beer
and
Continental Beer Gardens

UNITED STATES BREWERS' ASSOCIATION

Danish Beer

and

Continental Beer Gardens

ILLUSTRATED LECTURE

by

DR. MAX HENIUS

at the Annual Convention in Atlantic City, N. J.
October 2nd, 1913

UNITED STATES BREWERS' ASSOCIATION
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Since this address was delivered Dr. Carl Jacobsen died—January 11, 1914—but no change was made in the address which was delivered while he was still among the living.

On the opposite page we reprint by permission a brief appreciation of the deceased from the American Brewers' Review.

HUGH H. FOX, Secretary.

"Laboremus Pro Patria"

This is the motto that Carl Jacobsen put in a conspicuous place in the brew-house of the New Carlsberg brewery. It was the dominant principle of his life: "Let us work for our country."

But his aims and aspirations transcended the limits of his country. "Let us work for humanity," would have been a more fitting motto, had his modesty permitted.

The man who, following the noble example of an illustrious father, gave his all freely to the Carlsberg Fund, founded for the promotion of science and art, which are essentially world-wide, was truly working for humanity in the largest sense.

Yet, while striving for the good of his fellows on these larger lines, he forgot not the duty of each to do his best in his particular sphere. He did the uttermost that could be done in his vocation. "In spite of his activities in so many directions," said B. Dessau, President of the United Breweries of Copenhagen, "he remained in his innermost heart a brewer, and what ever else he did and whatever honors were showered upon him, he never for a moment forgot that he was first of all a brewer. And as he took pride in his chosen calling, so did his fellow brewers take pride in him as the foremost among them."

Carl Christian Hilman Jacobsen

March 2, 1842 — January 11, 1914

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Danish Beer and Continental Beer Gardens

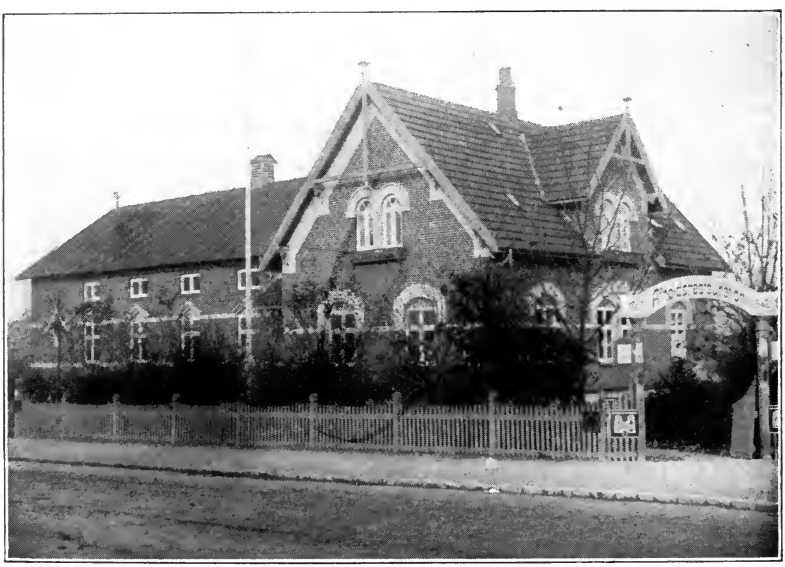
Dr. Max Henius

The form in which the gentlemen who prepared the program for this convention stated my subject: "Danish Beer and Continental Beer Gardens," seems to suggest a notion on my part that beer originated in Denmark and that the Continental gardens are to this day supplied with beer by that little country. I assure you, gentlemen, that while I am something of an enthusiast on the subject of Denmark and intend to show you, before this address is finished that there is good reason, in one respect at least, for being proud of that country and its achievements in the brewing trade, in art, in science, and in the promotion of temperance, my conception of the importance of the little Danish country is not quite so disproportionate.

Still, there may be something in the idea. You know that, according to the latest theories, the cradle of the great Teutonic race, embracing today most of the great nations of the world, Germany, Austria, England, and the United States, with the Scandinavian countries, the Netherlands, and Switzerland thrown in, and a liberal sprinkling elsewhere, stood along the shores of the Baltic and German oceans, that is, in what is today Denmark and the adjoining coasts, and since beer was the favorite drink when this race first appeared in history,—and the myths and legends carry its use beyond the limits of history,—perhaps beer also originated in the same regions.

You see then, there is a certain historical or sociological interest attaching to Danish beer. And of late years the sociological interest has once more become prominent, though in a very different way, due to a beverage the ancients did not know—distilled

Temperance Hotel, Copenhagen, Denmark.



Temperance Home, Gentofte, Denmark.

spirits. During the early half of the last century the Danes were great drinkers of spirits. There was some beer brewed, but it did not amount to much. It was a top-fermented kind, similar to English porter, rather heavy in alcohol, but the common drink of the people was "snaps."

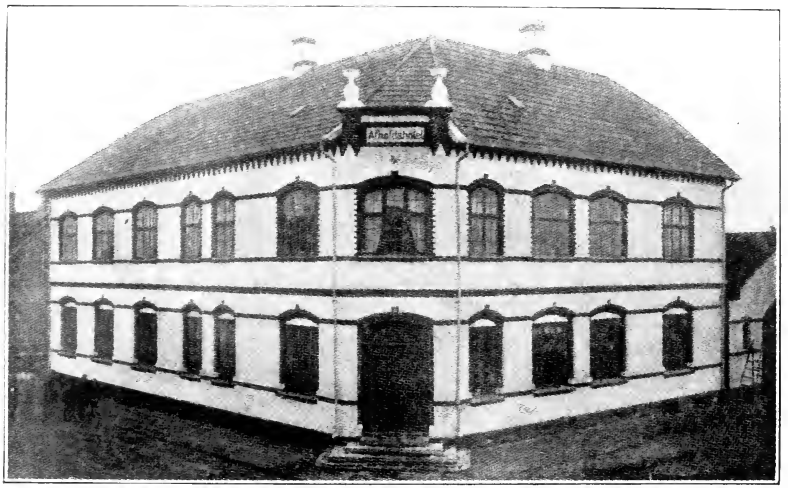
It was Captain J. C. Jacobsen who in 1840 introduced beers of the lager-beer or bottom fermented type. Jacobsen always considered himself a pupil of Gabriel Sedlmayer, the famous Munich brewer, under whose guidance he learned the trade, and it was that training, together with his conviction that "good vinous beer is the most efficient means to counteract and conquer the desire for spirits," which governed him in revolutionizing the taste of the Danish people. The modern Danish lager beers are much lighter in alcohol than the older top-fermented kind, and have crowded the latter to the wall.

But the brewers did not stop there. Finding that the law taxed all beer with 2¼ weight per cent of alcohol or more—which is equivalent to almost 2¾ per cent by volume, as alcohol content is measured in the United States—they began to brew beer with less than 2¼ per cent alcohol and this is today the type of beer which finds the largest consumption in Denmark.

Strange to say—at least strange to us who are accustomed to the fanatical and anti-drink movement in this country—these low alcohol beers are not generally opposed by the temperance people of the country. On the contrary, they frequently use them and allow them to be sold in the "temperance houses"* or "inns" where the people gather for social entertainment.

Nevertheless, beer is not making that progress in Denmark which would seem desirable in the interest of temperance. The people still continue to use large quantities of spirits, as shown by the following figures, compiled by the National Bureau of Statistics:

*"Afholdshjem" in Danish. Literally, this means "abstinence houses," but in deference to American usage, the word "temperance houses" is used by the author.



Temperance Home, Noerre Nebel, Denmark.

Interior from Temperance Home, Aalborg, Denmark, with President of the Danish National Temperance Society.

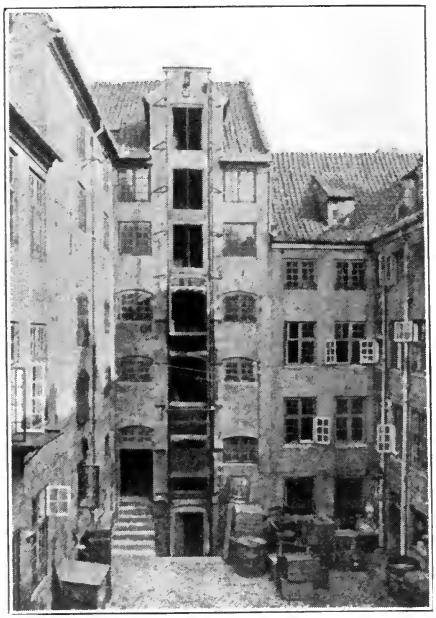
TABLE I.

	Taxable beer containing 2.25% or more alcohol, by weight.	Taxfree beer containing less than 2.25% alcohol by weight.	Whiskey by liter of pure alcohol of 100%.
1891—1895	721,589 hl.	1,198,507 hl.	14,650,000 l.
1896—1900	924,768 "	1,384,760 "	15,200,000 "
1901—1905	922,805 "	1,485,185 "	15,150,000 "
1906—1909	962,646 "	1,489,774 "	13,960,000 "
1906	959,957 "	1,539,159 "	14,410,000 "
1907	965,545 "	1,490,152 "	13,550,000 "
1908	1,000,781 "	1,517,682 "	14,230,000 "
1909	924,300 "	1,412,101 "	13,630,000 "
1910	979,500 "	1,494,000 "	13,700,000 "
1911	1,013,800 "	1,536,700 "	14,130,000 "
1912	882,700 "	1,444,200 "	13,880,000 "

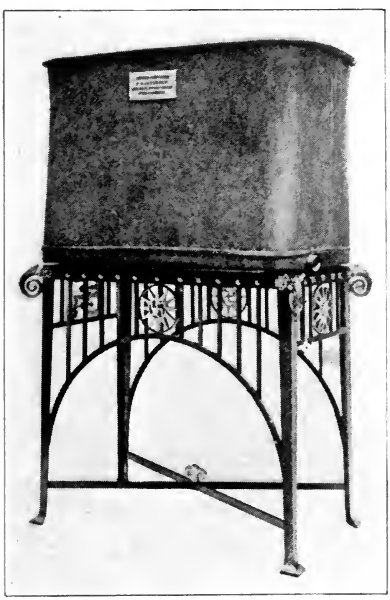
For the different types of beer in detail, the showing is as follows:

TABLE II.

	Lager beer 3.75-4.50% alcohol by weight.	Pilsener type 3.00-4.00% alcohol by weight.	Porter type 4.50-5.50% alcohol by weight.	Impr. tax-free beer, less than 2.25% alcohol weight.
1893—1894	713,110 hl.	27,656 hl.	9,104 hl.	
1894—1895	728,235 "	30,161 "	10,620 "	4,726 hl.
1895—1896	774,470 "	49,259 "	12,621 "	14,507 "
1896—1897	743,991 "	124,627 "	13,265 "	24,038 "
1897—1898	730,656 "	174,079 "	15,653 "	30,281 "
1898—1899	760,155 "	212,586 "	17,604 "	39,191 "
1899—1900	712,324 "	240,757 "	19,365 "	50,370 "
1900—1901	689,630 "	283,175 "	18,084 "	56,771 "
1901—1902	617,030 "	292,821 "	17,490 "	67,732 "
1902—1903	576,409 "	329,431 "	17,548 "	78,521 "
1903—1904	542,602 "	357,062 "	17,122 "	95,533 "
1904—1905	508,893 "	380,012 "	16,503 "	101,244 "
1905—1906	492,927 "	433,538 "	17,403 "	112,164 "
1906—1907	461,663 "	473,050 "	20,373 "	116,025 "
1907—1908	444,707 "	547,824 "	22,926 "	111,741 "
1909	368,850 "	532,468 "	21,994 "	137,201 "
1910	368,663 "	588,301 "	21,827 "	141,913 "
1911	358,443 "	633,713 "	21,639 "	141,056 "
1912	298,294 "	565,170 "	19,213 "	143,821 "



Where first Lager Beer was brewed in 1846 by Capt. J. C. Jacobsen.



Jacobsen's First Lager Beer Brew Kettle.

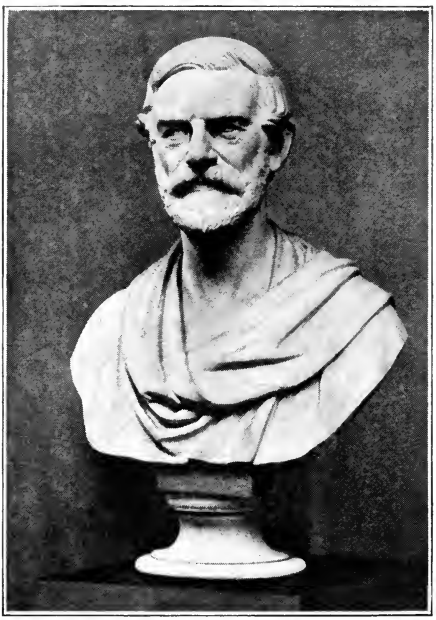
The tables show (tables I and II) that the production of tax-paid beer, containing 2.25% alcohol by weight or more increased from 614,956 bbls. (721,589 hl.) in 1891 to 752,514 bbls. (882,700 hl.) in 1912, and increase of 137,558 bbls. The tax-free low alcohol beer increased in the same period from 1,021,-396 bbls. (1,198,507 hl.) to 1,230,078 bbls. (1,444,200 hl.), an increase of 208,682 bbls. The consumption of spirits at the same time diminished from 3,875,714 gal. (14,650,000 l.) to 3,672,011 gal. (13,880,000 l.) a decrease of 203,703 gal.

To you who are accustomed to figures for some single breweries, almost equaling the total production of the kingdom of Denmark, these numbers mean little until they are reduced to the per capita consumption. We find then that while the per capita consumption of beer with more than 2¼% alcohol increased from 1891 to 1911 4%, tax-free beer increased 13% in the same period, while ardent spirits decreased 22%. (Table III.)

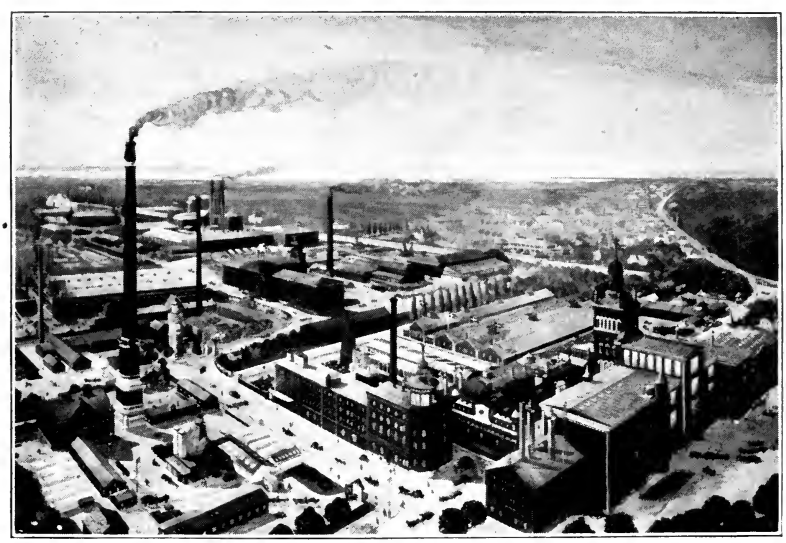
TABLE III.

	Tax-paid beer 2.25% alcohol by weight or more.	Tax-free beer less than 2.25% alcohol by weight	Spirits by liters pure alcohol.	Total cons. of alcohol in all forms.
1891—1895	32.32 l.	53.72 l.	6.55 l.	8.64 l.
1896—1900	38.99 "	58.43 "	6.41 "	8.84 "
1901—1905	36.62 "	58.98 "	6.03 "	8.23 "
1906—1909	36.38 "	56.35 "	5.28 "	7.43 "
1906	36.89 "	59.20 "	5.54 "	7.70 "
1907	36.68 "	56.66 "	5.15 "	7.30 "
1908	37.61 "	57.08 "	5.35 "	7.62 "
1909	34.34 "	52.46 "	5.06 "	7.08 "
1910	35.93 "	54.80 "	5.03 "	7.14 "
1911	36.57 "	55.44 "	5.10 "	7.23 "
1912	31.52 "	51.58 "	4.59 "	6.53 "

If beer is the best antidote for strong drink, and the tax-free beers are so popular, why, you will ask, has the consumption of spirits not diminished more substantially, and why has not beer consumption increased more?



Bust of Brewer, Capt. J. C. Jacobsen, by H. V. Bissen, presented to the Danish National Museum by King Christian IX.



Bird's Eye View of the Carlsberg Breweries, Copenhagen.

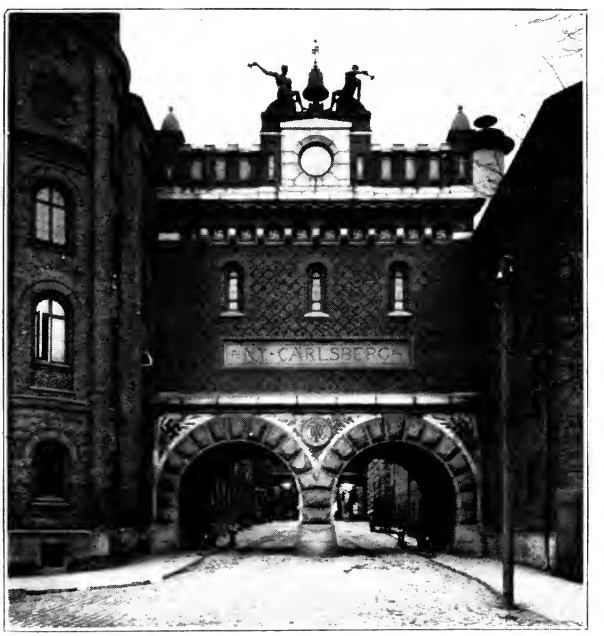
The answer is that the system of taxation in force has given ardent spirits an artificial support and to that extent hampered the progress of temperance. While all beer containing 2¼% of alcohol by weight or over has been since 1891 taxed $1.40 to $1.80 per bbl. spirits have paid only 5.2 cents per liter or 22 cents per gal. alcohol. The alcohol in beer under the law was hence taxed 5 to 7 times as high as that in spirits. About 70% of all the alcohol consumed in Denmark is still drunk in the shape of spirits, only 30% remaining for all other alcoholic drinks. In 1912 the tax was increased on both beer and spirits and is now $3.00 per bbl. of beer and 66 cents per gallon pure alcohol on spirits. While this improves the ratio somewhat, the alcohol in beer is still taxed three times as much as that in spirits.

The figures show a falling off in consumption of all kinds of alcoholic beverages for the year 1912, as against 1911. The reason for this showing is the increase of the tax which went into force in 1912. Up to 1911 the showing was decidedly more favorable.

The temperance movement which manifests itself in the decreasing consumption of spirits, also appears in the shifting of the figures for the different types of beer. Aside from the comparatively small consumption of the strongest beer, porter, which during recent years shows some decrease, there is a steady movement from the stronger beer (lager beer, containing 3.75%-4.50% alcohol by weight) to the milder beer (Pilsener, containing 3.00%-4.00%). During the year 1900-1901 the consumption of lager beer was 71% as against 29% Pilsener, but twelve years later the proportions were almost reversed,—the consumption of Pilsener being 65.5% and that of lager beer 34.5%. Furthermore there is a steady increasing consumption of tax-free beers.

While there is a strong drift in the direction of temperance, the **organized** temperance movement is moving slowly. According to the figures of the National Bureau of Statistics for 1910

Interior from Ny Carlsberg Brewhouse, Copenhagen.



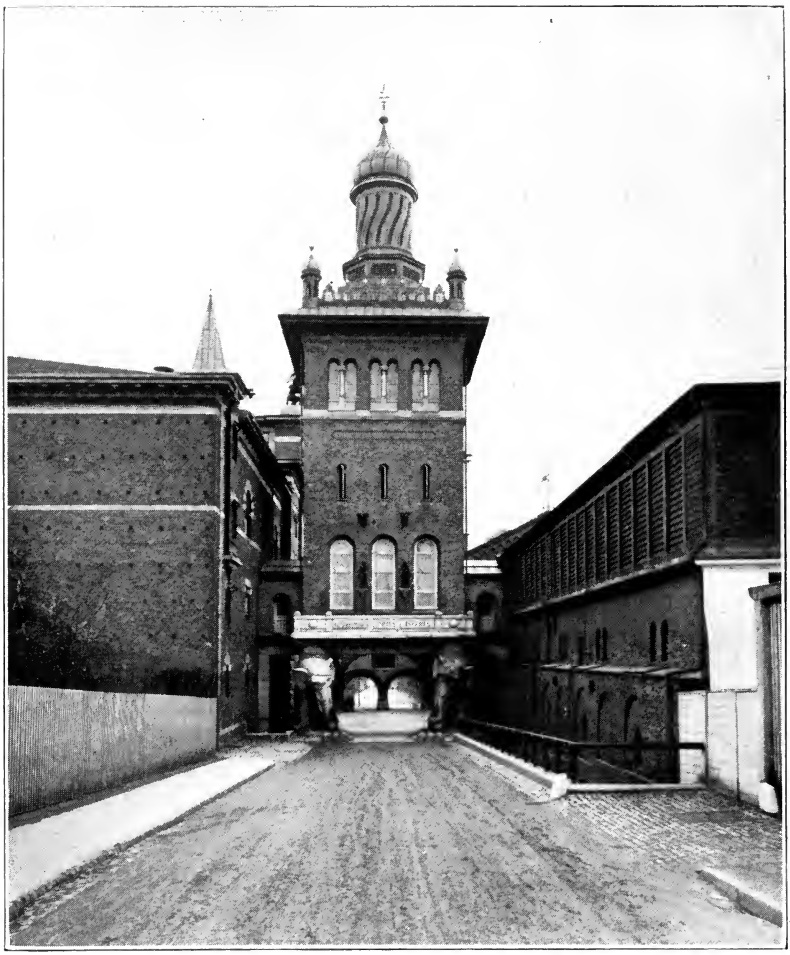
Double Gate of Ny Carlsberg Brewery, Copenhagen.

the membership of the temperance societies is only 5.8% of the whole population, only 55.3% of these are men, while 38.2% are women and 6.5% children less than 14 years old.

Mr. Edwin A. Pratt in "Licensing and Temperance in Sweden, Norway and Denmark," says: "The Copenhagen System as organized by the temperance societies of the city, is based primarily upon that principle of recognizing light beers as temperance drinks, but it goes much further than that. It recognizes also the social instincts of our common humanity.

"The failure to do this constitutes one of the weakest features in the Gothenburg System, especially as enforced in Norway. The Bolag and Samlag drinking bars are avowedly simply places where men can go to satisfy the purely physical sensation of thirst. With the sole exception of the money payment, they perform just the same role for their patrons that the water trough in the street does for horses and cattle. Men come in, get their drink, swallow it off, and are then expected to go their way, just as the horses and the cattle move on from the through as soon as they have had their fill. In Norway there is even a great reluctance to provide seats, lest the men may be tempted to stay and talk to one another, and in both countries the hours of closing are abnormally early.

"Unlike he Gothenburg System, the Copenhagen System sees in human beings something more than purely physical or animal wants, and it aims at providing establishments where a maximum of possible social enjoyment can be obtained, with the help, not merely of aerated waters, but also of light beers of the kind already described. Hence the establishments known under a name, which, literally translated, means "Abstinence Homes." (This is a "Temperance Hotel" located in Copenhagen, page 8) providing (1) a series of comfortable furnished rooms, where light beers with less than 2¼% alcohol, aerated waters, coffee, chocolate, tea, sandwiches, cakes, etc., can be obtained; (2) other rooms where well-cooked meals at popular prices are



Elephant Tower, Ny Carlsberg Brewery, Copenhagen.

served; (3) billiard rooms; and (4) a series of rooms, small and large, where the local societies or branches can hold their meetings, where dances, concerts and social gatherings can take place, and where, also, amateur theatrical performances can be given, some of the larger rooms (capable of accommodating from 500 to 600 or more persons) being provided with stages for this purpose. These establishments resemble very much our social centers, with the exception that these centers do not serve the so-called tax-free beer. (Here is a typical home in one of the suburbs of Copenhagen, page 8).

"So far has the movement spread that, although it was started only so recently, there is now an "Afholdshjem" or "Temperance Home" on the lines here indicated, in a large number of towns throughout Denmark (for instance, this one is located in a small town in Jutland, page 10) while in villages where the population is too poor to allow of special houses being set apart for the purpose the local schools are utilized."

Behold this characteristic picture of the temperance inn in Aalborg (page 10). On the extreme right we find the president of the Danish Temperance Movement, and the gentleman reading the newspaper is the president of the local branch. You find no bar, but racks with bottles and glasses, from which the innkeeper and his wife, whom you will see standing in the background, furnish beer, mineral water, coffee, etc., to their guests. The bottles you find on the table are the tax-free beer with less than 2¼% alcohol. The sign under the clock states that the inn closes at 12 o'clock, while the other one in the rear contains the legend: "No strong drinks sold here."

Gentlemen, I ask you: Do you not think it would be better for all concerned if our American saloons would be run on similar lines? Would it not be worthy of your best efforts to introduce places of this sort?

How different must be the esteem in which the brewer and the beer business are held in Denmark! And who shall say that it is not, in part at least, due to the method in vogue over there!

Palm Garden adjoining Office of Ny Carlsberg Brewery, Copenhagen.

Carlsberg Breweries Main Office and Bottlery. Drivers Leaving in the Morning.

It is interesting to note that the manufacture of the low-alcohol, tax-free beers has to a considerable degree been looked upon favorably by temperance workers. The leaders of the movement realized that in the fight against intemperance in the use of alcoholic beverages it was of great importance to get a beverage that could take the place of the strong drinks. For that reason many of the temperance people were friendly towards the efforts to manufacture a type of beer that was at once palatable and contained but little alcohol.

The history and present condition of the brewing trade in Denmark is inseparably interwoven with the life history of Captain J. C. Jacobsen. It was he who erected the first lager beer brewery in Denmark, where he also introduced steam boiling of the wort. Before Jacobsen it had been attempted to brew lager beer in Denmark in the "King's Brewery" which dates back to the fifteenth century. Another unsuccessful attempt was made in 1838 when a brewmaster was called in from Bavaria who made several brews of lager beer. As the plant, however, lacked in storing facilities, the brewing of lager beer was discontinued, but the plant is still in existence as part of the United Breweries. Jacobsen's Old Carlsberg Brewery had a rather modest beginning, producing 3,000 bbls. in 1846 (page 12), and it had many obstacles to overcome, the public being rather slow in acquiring a relish for the new beer. It will interest you to see the first brew-kettle used for producing lager beer in Denmark (page 12).

Jacobsen was an eminent man in many ways. He counted among his friends such men as Louis Pasteur. He was visited and honored by royal personages, and it was at the command of King Christian IX, grandfather of the present King of Demark, that the famous sculptor H. V. Bissen executed a bust of Jacobsen (page 14), which the King presented to the National Museum at Frederiksborg.

Under the capable and progressive management of the elder Jacobsen the brewery prospered. Already before the death of

Interior from Carlsberg Bottlery, Copenhagen, Denmark.

Interior from Tuborg Bottlery, Copenhagen, Denmark.

Jacobsen senior, who willed his entire brewery to the people—to which matter I shall revert a little later—his son, Dr. Carl Jacobsen, for whom the brewery was named "Carlsberg," built a new brewery adjoining the old plant which he called "New Carlsberg" (page 14).

The present Dr. Jacobsen, who had practiced the art of brewing in Germany and England, combined in this new brewery not only all the best in modern brewery equipment from the viewpoints of efficiency and economy in production, as you see in this brewhouse (page 16) but also the desire of himself and his father for artistic expression arising from a devotion to art which is almost a passion, coupled with a sense of obligation to the people which made them both feel that those who had the means should contribute to the betterment and pleasure of others. As ever since the dawn of civilization the highest aspirations of man have found expression in architecture and sculpture, the entire brewery was planned to afford visitors the emotions that are engendered by the aspect of beauty of form. Thus the brewery and its immediate environment represent not only industrial success of the highest order, but also artistic achievement of extraordinary merit.

The picture you see on the screen is the double entrance gate to the Carlsberg brewery (page 16) and this is the elephant tower in which is placed the wort cooler (page 18).

Leaving the office of the brewery we reach the palm rotunda (page 20) which is connected with the old "glyptothek," the first art gallery that Jacobsen built.

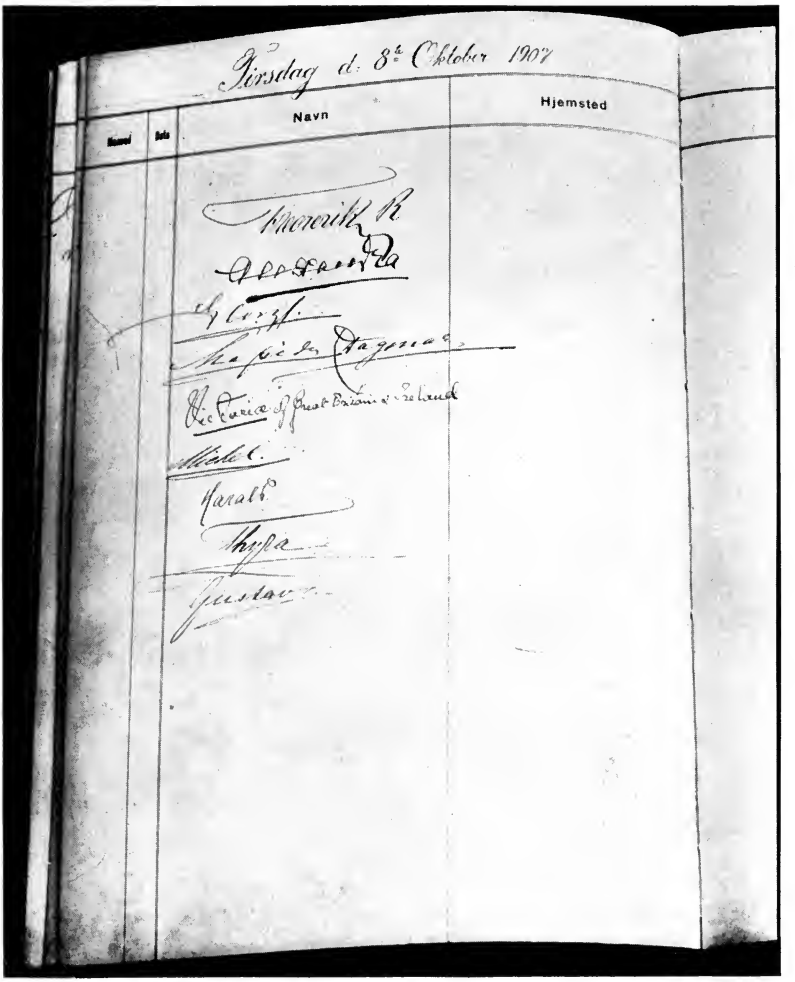
To give you an idea of the bottleries of Denmark I have two views that I am sure will interest you, one from the Tuborg plant of the United Breweries of Copenhagen (page 22) and the other from the Carlsberg brewery (page 22).

This is an illustration of the main office and bottlery of Carlsberg (page 20), the drivers leaving for the city in the morning.

We have seen something of where Danish beers are made, how they are bottled and by what means they reach the con-

Frederiksborg Castle, Now the National Museum, Denmark, Resurrected by Means Furnished by Captain Jacobsen.

Capt. Jacobsen's Office.



Page from Visitors' Register, Tuborg Br'y, Copenhagen, Oct. 8, 1907. Names entered are: King Frederik of Denmark, King George of Greece, Dowager Empress Dagmar of Russia, Dowager Queen Alexandra of Great Britain and Ireland, Princess Victoria of Great Britain and Ireland, Princess Thyra, Grand Duke Michel, Prince Harald and Prince Gustav, of Denmark.

King Frederik of Denmark and King Georg of Greece on the Roof of the Office of the Tuborg Br'y, Copenhagen.

B. Dessau, Director of the United Breweries, Copenhagen.

sumer. It should be of peculiar interest to the American brewers in the present condition of the trade, to know something of the character of the drinking places, which in some particulars is related to the way in which such places are dealt with by the government. In Denmark, licenses are issued for certain places, not to individuals. The number of licenses is limited to one for every 350 inhabitants. They are issued by commissions, consisting, in the cities, of the mayor, four members of the city council, and a police inspector; in the rural districts of the county board. Listen to this: Not less than once a year the vacant licenses are advertised. Applicants then send their papers to the chief of police, giving full information as to character, etc., and—save the mark—financial standing. All these matters are taken into consideration by the License Commissision. If a license holder is convicted of a crime or misdemeanor, his license is automatically forfeited. If a place is conducted in a disorderly manner, or in a way to give offense to the neighbors, if it permits gambling, or harbors criminals, the keeper first gets a warning, failing to heed which he is sentenced in court to police surveillance, and in case of repeated transgressions has his license revoked. The license fee varies from $1.25 to $108.00, being determined according to the value of the business.

You will understand from all I have said that the position of the brewer in Europe is very different from what it is here. His business is regarded as legitimate in a moral sense, as well as merely lawful—or rather not unlawful—as it is here regarded. So is the business of the retailer. In fact, the brewer generally ranks among the leading manuacturers, merchants, and public spirited citizens, and enjoys the respect and confidence of his fellow-citizens, as well as of the government.

Besides Jacobsen I take the opportunity to mention Mr. B. Dessau (page 26), the managing director of the Tuborg and United Breweries of Copenhagen. He has been honored repeatedly by his country and his city. Lately he has been appointed com-

Dr. Carl Jacobsen.

Ny Carlsberg Glyptothek, Copenhagen, Denmark.

missioner for Denmark to the Panama Exposition, though the brewers of Denmark do not exhibit.

To illustrate the position the brewer holds I desire to show you here pictures of a visit by royalty at the Tuborg Brewery in Copenhagen. You see here on the roof of the office of the brewery (page 26) the King of Denmark and the King of Greece who were present at the housewarming of the brew-house in the Tuborg Brewery. Next is shown a photograph of a page from the visitor's register of the Tuborg Brewery, bearing date October 8, 1907. The names there entered are those of King Frederik of Denmark, King Georg of Greece, the Dowager Empress Dagmar of Russia, Dowager Queen Alexandra of Great Britain and Ireland, and several other royal personages, who did not hesitate to inscribe their names on the register (page 25).

Gentlemen, notwithstanding the constant iteration by the anti-drink fanatics, that the brewer is an emissary of satan, I still believe the brewer is human, and being human, will respond to treatment as such. There is much in reciprocity; in Europe the beer business, especially the retail part of it, is on a much higher plane in public esteem than in this country. This is to a great extent due to the fact that it is better conducted. But, in turn, the brewer stands higher in the public respect, because he is better treated, and he responds to this confidence, this kindly feeling.

If I have shown the regard in which the brewer is held, I will now show, on the other hand, by one illustrious example, the regard in which the brewer holds the public, and since we are in Denmark, we will take the illustration from that country.

The present head of the Jacobsen family is Dr. Carl Jacobsen (page 28). He has followed in the footsteps of his father in making numberless public benefactions.

The map here presented of the city of Copenhagen shows in red the places where stand public gifts of Jacobsen's. These range from a fountain to a royal castle. Jacobsen is a student and a lover of art, and believes earnestly nd sincerely in the educating

The Church of Our Savior, erected by Carl Jacobsen near the Brewery at Carlsberg, Copenhagen.

and elevating influence of art upon the human mind. He is at the same time religious, and has a profound respect for the religious feelings and requirements of others. One of his public foundations was the Church of Our Saviour (page 30) which he erected at a point where many of the employees of the brewery live in a suburb of the city. It is not only a beautiful, but a strikingly original piece of architecture. The sublimity of the interior is both magnificent and edifying (page 32).

A student of the traditions and early religious beliefs of his race, he contributed to their perpetuation in idealized form by the Gefion Fountain.

When the art museum (the Glyptothek) connected with the brewery was outgrown, this beautiful building, the new Glyptothek (page 28), devoted entirely to art, was erected. These two interiors (page 34) give an idea of the great art collection while the rear view (page 33) shows the grandeur of this structure and the beautiful park which surrounds the gallery. The wonderful festival hall (page 33) has won the admiration of many foreign sculptors, artists and scientists who generally are received here by the royal family and municipal authorities when they gather at the international congresses held in Copenhagen.

When Fredericksborg Castle (page 24), required extensive repairs and enlargement and there were no funds available, it was Captain Jacobsen who supplied the greater part of the needful, and two new wings were added to the castle under his direction. Due to his munificence it was also possible to resurrect the beautiful Knights Hall.

These are a few of the numerous public donations and foundations by the Jacobsens. There are many others, showing both their generosity and versatility.

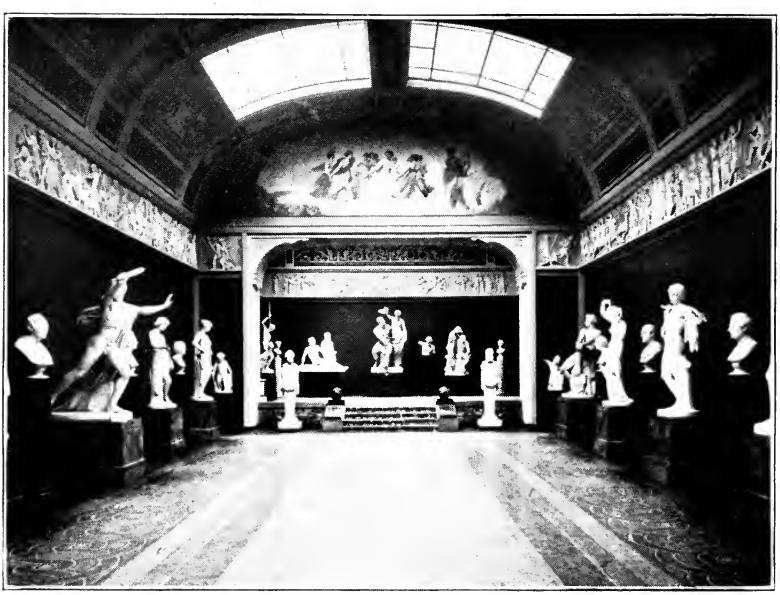
These numerous gifts to the people of Denmark, splendid and noble as they are, remain of necessity local or national, except insofar as the many foreign visitors at Copenhagen may gain inspiration from contemplating them. It remained, however, for

Interior of the Church of Our Savior.

Ny Carlsberg Glyptothek, Rear View.

Ny Carlsberg Glyptothek Festival Hall

First Interior from Ny Carlsberg Glyptothek, Copenhagen.



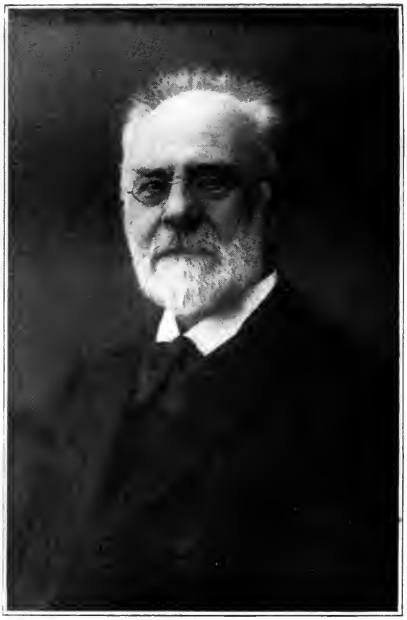
Second Interior from Ny Carlsberg Glyptothek, Copenhagen.

Captain J. C. Jacobsen, to conceive a foundation by which he bestowed **upon the whole world** a benefaction of such far-reaching importance that its value cannot be estimated. This world-wide gift is the Carlsberg Fund. Emil Christian Hansen (page 36), one of the early workers in the Carlsberg laboratory, whose fame as an original investigator in biology, rests on some of the most important scientific discoveries of modern times, and in whose case one may be in doubt whether the Carlsberg Laboratory (page 36) added to his fame, or he shed lustre upon the laboratory, said in a paper which he sent in 1901 to the Tenth Anniversary Reunion of Alumni of the Wahl-Henius Institute, speaking of Jacobsen:

"The greatest achievement of his life was the foundation of the Carlsberg Fund 25 years ago. In his first deed of gift he bestowed 1,000,000 "kroner" upon the fund. It consisted at that time of two sections, viz., one for the Carlsberg Laboratory which had been erected by him, and another for the furtherance of scientific investigation in general. The task placed before the laboratory was, "to test by independent investigation the theories advanced by science, and to develop them by continued research into a scientific ground work as complete as possible for malting, brewing, and fermenting operations." . . . . .

The second department of the Carlsberg Fund has been of very great importance for science. It has made it possible to take up problems which the ordinary rather small budget of the country could not attempt, f. i., it has enabled Denmark to participate in arctic explorations, especially through expeditions to Greenland, and in archeology through excavations on the Island of Rhodes.

The following figures give an idea of the wide range of the activities of the fund up to the year 1910:



Emil Chr. Hansen, Famous Danish Biologist, Head of the Carlsberg Laboratories.

Carlsberg Laboratories, Copenhagen, Erected for the Advancement of Science in General, by Capt. Jacobsen.

Archeology	313,800	Kroner
Physics and Chemistry	166,215	"
Botany	171,718	"
Geology	209,864	"
Geography, Hydrography	315,863	"
History	365,770	"
History of Culture	191,961	"
History of Art	145,400	"
History of Literature	139,530	"
Medical Science	175,546	"
Linguistics	248,566	"
Zoology	230,690	"
Sociology	140,000	"
Miscellaneous	229,755	"
Total	3,044,678	Kroner

The crowning act of public spirit was performed when Jacobsen in his will left his entire brewery to the Carlsberg Fund. In so doing he provided that "the guiding principle upon which the brewery is to be conducted, and which is to be kept constantly in view, regardless of immediate profit, is the development of beer manufacturing to the greatest possible perfection, in order that this brewery and its product may always be worthy of being looked upon as models, thus contributing towards keeping the brewing of beer in this country on a high and honorable level."

Like the elder Jacobsen, his son, Dr. Carl Jacobsen, in 1901, deeded his brewery, New Carlsberg, to the Carlsberg Fund, and since that time has been a salaried director of both breweries.

It would be difficult to find anywhere in history human lives so thoroughly useful and completely rounded out as the lives of these Danish brewers.

For our purposes I wish to draw an additional moral from these munificent gifts. In our country when a public benefaction on the part of the brewer is announced, we may always be sure to hear from the anti-drink fanatics the nasty slander that it is after all only "blood money" extorted from the people and paid in drunkenness, vice, crime, and general misery.

Beer Garden in the City Park of Vienna, Austria.

Beer Garden, Bürgerbräu, Munich, Germany.

Tuborg Beer Pavilion, Copenhagen, Denmark.

Beer Tavern on the Main Pier at the Entrance to the Harbor of Copenhagen, Denmark.

Garden of the Restaurant "Zum Moninger," Karlsruhe, Germany.

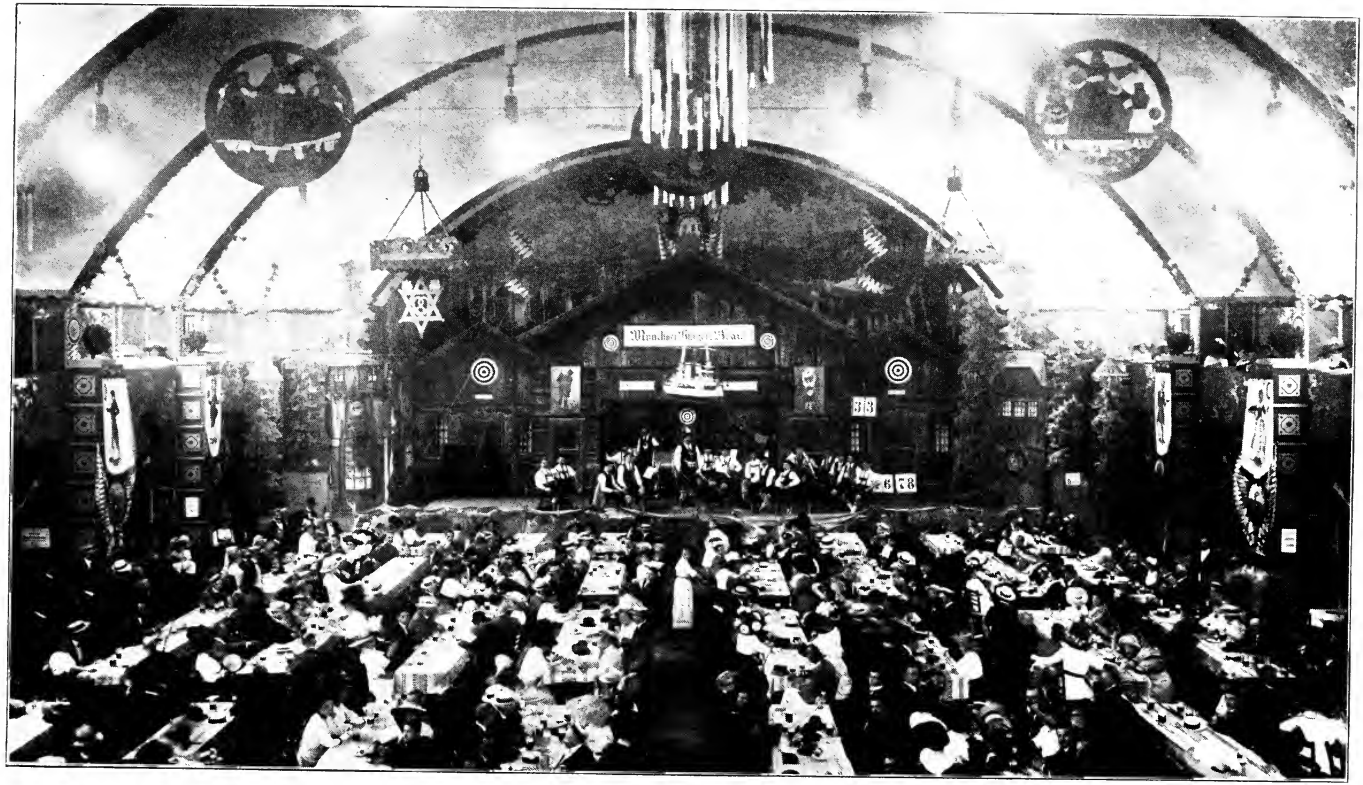
Bürgerbräu Beer Garden, Munich, Germany.

In the case of the Carlsberg Fund we have the fortunes of these two brewers donated to the people, to be managed by a committee, elected by the Royal Danish Scientific and Literary Society out of its membership. The profits from these breweries are devoted to public purposes. The people themselves supply these profits by buying the product of the breweries. Is this "blood money?" Does the spending of it produce drunkenness, vice, crime, and general misery? Or does it produce knowledge, education and general betterment, not only for the Danes, but for all the world? It is truly a case of education of the people, by the people and for the people!

There remains now to show you the places where, and the manner in which, beer is consumed, and since the life of the public-house is in a general way similar to the northern and central countries of Europe, I shall not confine myself to Danish beer gardens but show you the life in the Continental beer gardens in general.

In order to understand the conditions, it is necessary for Americans to divest themselves of two ideas. First, we must get away from our habit of thought which fixes us permanently in the home when not busy at our daily task. In Europe, the housewife in her times of leisure is more likely to go out for a walk on an afternoon than to sit in a rocking chair and read a novel, and while out, she is quite apt to drop in at one of the gardens. Perhaps she there meets friends, or she has met them in the street and enters with them. Often they have their children along (page 38). Everybody is as free and unconcerned as at home, no one is under the feeling of restraint and on the qui vive for something improper or offensive to happen, as we are apt to be in public places in this country. In the evening or on Sundays the wife is likely to be at the garden or beer hall with her husband, the daughter with her father and mother, etc., as you will observe in this picture from Munich (page 38).

In the second place, there is no special feeling as to beer. A man or woman will drink beer as readily and unconcernedly as



Interior from the Munich Bürgerbräu Beer Restaurant, Germany.

Visit of the Brooklyn Singing Society in the Beer Garden of the Franziskanerkeller, Munich, Germany.

Beer Garden Franziskanerkeller, Munich, Germany.

Café "Ru-Pont," Zürich, Switzerland.

Tavern in the Basement of the City Hall of Vienna, Austria.

coffee or chocolate or sparkling water. No woman need feel that people are looking at her askance if she drinks a glass of beer when there is no male escort with her. It is all quite natural and normal.

You will observe these features in the picture of beer gardens I show you. Each of them has perhaps something characteristic of the nation where it is located. But there is a strong resemblance in them all.

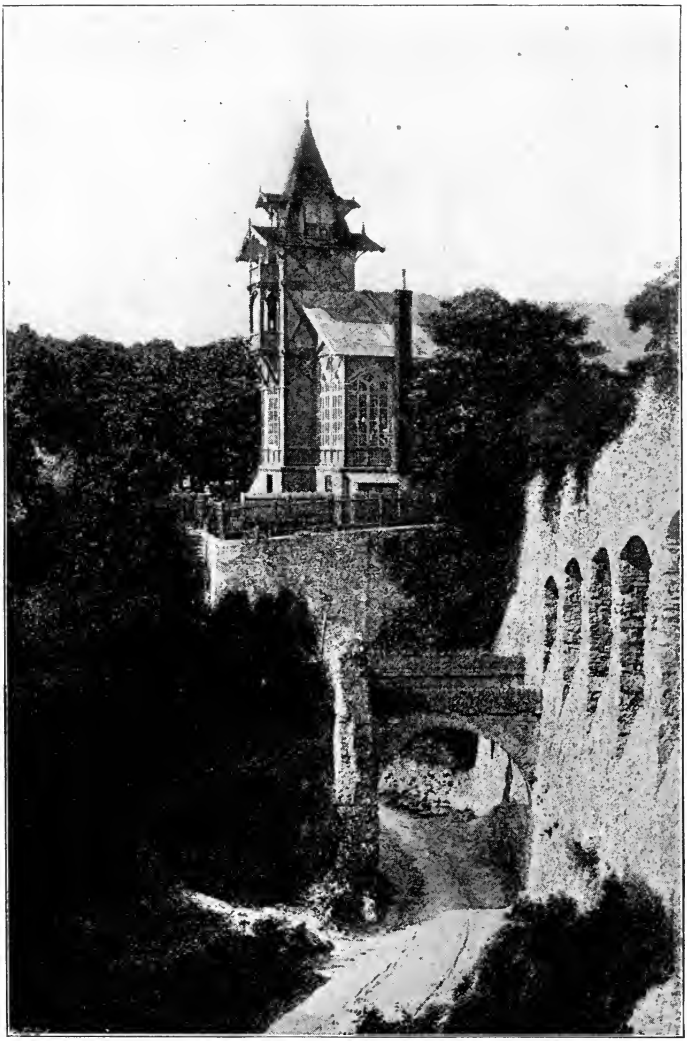
This illustrates the well-known pavilion at Tuborg, Copenhagen during the noon hour (page 39).

After spending a pleasant hour at the pavilion for luncheon we take a drive through the City of Copenhagen, admiring the many wonderful museums, churches and wonderful statuary, most of which carry the invisible legend: "donated to my native town by Jacobsen, the brewer," and finally we land at the beer tavern on the main pier of the Copenhagen harbor (page 39).

Going south we stop at Carlsruhe, Germany, and make a trip to the Beer Restaurant and Garden, "Zum Moninger" (page 40). in the afternoon. Going further south we land at the most famous beer town of the world, Munich, and we immediately pay a visit to the Garden (page 40) and artistically decorated Beerhall of the Buergerbraeu (page 42).

We call at the Garden of the Franziskaner Keller and meet the members of the Brooklyn Singing Society (page 43).

See the comfortable citizens in the classical beer city of Munich, and the buxom waitress serving the big mugs of beer (page 43). Does she look as though she were anaemic or degenerated on account of her familiarity with beer? Or do you see anything in the least suggestive of the dangers which the "antis" are so fond of picturing in the environment of a beer house for girls? Many an evening have these girls chatted with "Herr Doktor" or "Herr Geheimrath" or even flirted a little with the students, and they are none the worse off for it as you will note in the picture.



The Bockkeller (Beer Restaurant), Nussdorf near Vienna, Austria.

I might say here that in my opinion it is this very unconcern about the matter that makes strongly for temperance, while the fear of alcohol, inculcated in our children and fostered by our social intercourse and public places of entertainment, conveys a powerful suggestion for intemperance in the way Munich citizens enjoy themselves. Do you observe any intemperance here? The temperance question will never be solved until every normal adult can regard beer and wine with perfect unconcern, instead of seeing in them the seducers of virtue and destroyers of health which he is now taught to dread in them.

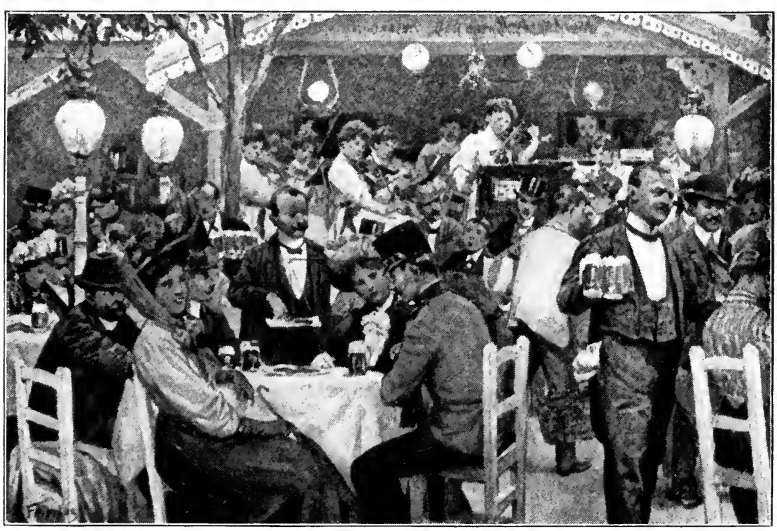
A trip to Zurich, Switzerland, offers us an opportunity to call at the Cafe "Ru-Pont," frequented mostly by men who enjoy their luncheon and beer in a very informal manner. Very little coffee is consumed in this cafe as you will note (page 44).

I want to call your special attention to the Bierstuben or Volkskeller and Beer Gardens of Vienna, which are public affairs. This interesting picture is from the Volkskeller in the City Hall of Vienna (page 44) and may be termed a municipal beer restaurant. An interesting gathering place is the Bockkeller in Nussdorf (page 46), near Vienna—certainly beautiful surroundings, while you quench your thirst with a glass of beer in the absence of the American drinking bar (page 48). An enjoyable evening is afforded us by a visit to the famous public park of Vienna, the Prater (page 48). You will notice that there is none of that fear, which keeps beer out of the refectories of **our** public parks.

This can be done in Europe. Are the Europeans so different from us? Are we not all of European descent, and none so far back as to have undergone substantial change,—for fundamental changes go on very slowly in nature? Or is our environment so radically different as not to permit such things here?

Gentlemen, I believe we can do what continental Europe has done. Two years ago at Chicago, we demonstrated the fact. You

A Sunday in the Garden of the Bockkeller, Nussdorf, Vienna.



A Glimpse at the Volksgarden, Prater, Vienna, Austria.

all remember the "Bierstube" at the Brewers' Exposition (page 50). It was a typical, exclusively beer place, and the experienced men in charge of that great building where hundreds of shows have been held, said there had never been an exposition there that was as clean as this one.

Gentlemen, the **bierstube** was not a **saloon,** it was the public house of the future.

What has been demonstrated as a possibility and a success can certainly be carried out generally, and I believe it must be done if the brewing business is to continue and we are to have true temperance in this country.

You have noted that in none of the beer gardens are bars to be found. They could not be there. It would be fatal. It would be contrary to the spirit of the thing, and I believe the sooner we get rid of the drinking bar in this country, the sooner shall we approach an adjustment of the troublesome question of temperance.

In conclusion I wish to show you this picture of a public park at Copenhagen, Faelledparken (page 50), which is peculiarly instructive and attractive. Here is a truly democratic institution, men and women of all classes rubbing elbows on the plain seats, little tots walking around among them with the wide-eyed unconcern of childhood. Had they been attending an American school, they would have been taught that their fathers and mothers who sit on the benches beside them were surely going to drunkards' graves because they drank beer, and they themselves must be degenerated and sooner or later arrive in the poor-house, or the prison. Do you see any indication of such constitutions among these sturdy people who enjoy a merry outing in comfort and good company, who will feel relaxed for a sound night's sleep when they get home, and take up their day's work the next morning fresher and more vigorous, both in mind and body, for the innocent pleasure of the evening before?

Bierstube at the Brewers' Exposition, Coliseum, Chicago, 1911.

Sunday at the Fälledpark, Copenhagen, Denmark.

Perhaps I ought not to moralize. But one of the objects of presenting these pictures to you is to visualize that which many of you no doubt know in an abstract way, viz., that it is possible to have places of entertainment where beer is served in the strictest propriety, with the greatest freedom, in elevating surroundings, affording that relaxation which the human engine craves as urgently as sleep, and without the slightest suggestion of, or incitement to, anything in any way improper or undesirable.

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